

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 387 Issue 2



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Original

Client:	Pat McCrory /R/ Governor/ NC	Submission Cost:	13435	Campaign Ref:	E:120710066
Buyer:	NC	Client/Product/Estimate:	MCCRO /ORDR /C08C14	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 10/14/12	Weeks:	1	Order Ref:	06217625
Est./PO Number:	06217625	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

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Product:	McCrory 4 NC Gov	Booking Group:	WSPA	Key Market:	Greenville Spartanburg Asheville	13435
Demographic:	(L) Household	Order:				

Ref	Sales Product Details	Rate	Spot Type	10/08	Total	Cost
1	M-F 3p ET / 2p CT Let's Make A Deal ...F..	150	30 Comme	Nbr of Spots	1	150
2	M-F 4-5p Judge Judy ...F..	225	30 Comme	Nbr of Spots	1	225
3	M-F 8a CBS This Morning ...F..	110	30 Comme	Nbr of Spots	1	110
4	M-F 9a Dr Phil ...F..	150	30 Comme	Nbr of Spots	1	150
5	Fri 9p ET / 8p CT Made in Jersey ...F..	900	30 Comme	Nbr of Spots	1	900
6	M-F 1135p ET / 1035p CT Late Show M.....	170	30 Comme	Nbr of Spots	1	170
7	M-F 3p ET / 2p CT Let's Make A Deal M.....	150	30 Comme	Nbr of Spots	1	150
Weekly Totals:				Total Spots(Ord Spots)	34	34
				Closed PR	1	1

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Ref	Sales Product Details	Rate	Spot Type	10/08	Total	Cost
8	M-F 4-5p Judge Judy M.....	225	30 Comme	Nbr of Spots 1	1	225
9	M-F 8a CBS This Morning M.....	110	30 Comme	Nbr of Spots 1	1	110
10	M-F 9a Dr Phil M.....	150	30 Comme	Nbr of Spots 1	1	150
11	Sat 10p ET / 9p CT 48 HoursS.	600	30 Comme	Nbr of Spots 1	1	600
12	Sat 7p Access HollywoodS.		30 Comme	Nbr of Spots		
13	Sat 8-9pS.	400	30 Comme	Nbr of Spots 1	1	400
14	Sat 9-10pS.	400	30 Comme	Nbr of Spots 1	1	400
15	Sun 1030a ET / 930a CT Face The NationS	275	30 Comme	Nbr of Spots 1	1	275
16	M-F 1135p ET / 1035p CT Late Show ...T...	170	30 Comme	Nbr of Spots 1	1	170
17	M-F 3p ET / 2p CT Let's Make A Deal ...T...	150	30 Comme	Nbr of Spots 1	1	150
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18	M-F 4-5p Judge Judy ...T....	225	30 Comme	1	1	225
19	M-F 8a CBS This Morning ...T....	110	30 Comme	1	1	110
20	M-F 9a Dr Phil ...T....	150	30 Comme	1	1	150
21	Tue 10p ET / 9p CT Vegas .T.....	1200	30 Comme	1	1	1200
22	M-F 1135p ET / 1035p CT Late Show .T.....	170	30 Comme	1	1	170
23	M-F 11a ET / 10a CT Price Is Right .T.....	225	30 Comme	1	1	225
24	M-F 3p ET / 2p CT Let's Make A Deal .T.....	150	30 Comme	1	1	150
25	M-F 4-5p Judge Judy .T.....	225	30 Comme	1	1	225
26	M-F 8a CBS This Morning .T.....	110	30 Comme	1	1	110
27	Tue 8p ET / 7p CT NCIS .T.....	2500	30 Comme	1	1	2500
Weekly Totals:				34	34	
Closed PR				1	1	

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28	M-F 9a Dr Phil ..T.....	150	30 Comme	Nbr of Spots	1	150
29	Tue 9p ET / 8p CT NCIS Los Angeles ..T.....	1900	30 Comme	Nbr of Spots	1	1900
30	Wed 10p ET / 9p CT CSI ..W....	1200	30 Comme	Nbr of Spots	1	1200
31	M-F 3p ET / 2p CT Let's Make A Deal ..W....	150	30 Comme	Nbr of Spots	1	150
32	M-F 4-5p Judge Judy ..W....	225	30 Comme	Nbr of Spots	1	225
33	M-F 8a CBS This Morning ..W....	110	30 Comme	Nbr of Spots	1	110
34	M-F 9a Dr Phil ..W....	150	30 Comme	Nbr of Spots	1	150
35	Sat 7p NewsS.	150	30 Comme	Nbr of Spots	1	150
Mktg						
Weekly Totals:				Total Spots(Ord Spots)	34	34
Closed PR					1	1

Pre-emption Summary					
Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value
12	Sat 7p Access Hollywood	:30 Commercial	10/08/12	Closed Pre Emption	150.00 (35 (10/13))

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
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Grand Totals

				Month 10 Weeks: 4				
				10/08				
Totals								
Spots				34				
Cost				13435				

Grand Totals:

Spots:	34
Gross Total:	13,435.00
Commission:	2,015.25
Net Total:	11,419.75

AGENCY: SMART MEDIA GROUP BUYER: MICHELLE BROOKS
ADVERTISER: POLI/P MCCRORY/R/GOV ESTIMATE#: C08C14
PRODUCT: MCCRORY 4 NC GOV OCT8/12 - OCT14/12 (WKS-1)

CONTRACT TOTAL 13435.00
TOTAL SPOTS

STATION MAKEGOOD OFFERS:

M1 UNRESL BUY#12 MISSED: SAT/700P-730P OCT13 30S \$150.00 (AUG3/12)
OFFER: SAT/700P-730P OCT13 30S \$150.00 PLS ADVISE.
CMT: PROGRAM CHANGE SPOT IS BOOKED PLS ADV